

# What Difference Will It Make?

Your business brings value to the community. It's true, and as you prepare to market your business idea, it's worthwhile to look beyond monetary value to the way different parts of the community will benefit.

To help with this process, we have the Business Purpose Canvas which you can fill out in the next page. If you need another copy, please request from your Entrepreneurship Facilitator.

The canvas prompts you to consider your business value from different perspectives, including;

- **Value for You/Your Team:**

Not only will you get a job out of the process, but the organisation could also create value by allowing you to follow a passion, supporting part of the community or other values.

- **Value for Your Customers:**

This should be one of the easiest things to discuss and share, as you know the value you create for your customers. Beyond offering them a physical product or service, consider the value it brings to your customer's life. The fact they are willing to pay for it speaks volumes to this.

- **Value for Tasmania:**

Your business will impact and be of value to more than just those who are customers of the business. These could include partner organisations and stakeholders who support the initiative.

- **Value for the Wider Society:**

For some businesses, your impact and value could be felt further afield than Tasmania and, if that's the case, use this section to outline this.

The canvas will help you uncover the incredible value that you are creating by starting a business. As we start to prepare the marketing messages you will be sharing across a variety of platforms, understanding the value of your business will make it easier to communicate with customers and the wider community.

# Business Purpose Canvas

Value for Tasmania

Value for Wider Society

Value for Your Customers

Value for You/Your Team